

AMENDMENT OF THE ABSTRACT:

Please amend the Abstract of Disclosure to read as follows:

-- An Internet-based consumer service marketing communication system which enables a service-provider and its agents to carry out service-related marketing communication with consumers on the World Wide Web (WWW) using multi-mode virtual kiosks (MMVKs). The Internet-based consumer service marketing communication system employs (i) a centralized RDBMS for storing information links (e.g. USN/SM/SD/URL links) and information resources associated with each consumer service registered within the system; and (ii) an Internet-enabled subsystem for creating and deploying server-side driven multi-mode virtual kiosks (MMVKs) programmed with such USN/SM/SD/URL links and installable anywhere along the WWW where the consumer service marketing manager desires to deliver a rich-media brand experience to consumers for a particular USN-identified consumer service or services.--